

Public Outreach Program

November 4, 2014

The Santa Barbara New Zoning Ordinance (NZO) effort is a collaborative process to comprehensively update the City's Zoning Ordinance to shape future growth and to help realize the community's vision for the future—a holistically sustainable community that blends and balances protecting and enhancing its natural and built environments, social equity, and economic vitality that form the character of the community. It is imperative that all stakeholders have input throughout the process.

An effective public outreach program creates confidence in the planning process, promotes broad-based understanding, and reflects the interests and needs of the community. An interactive relationship among City staff, NZO Joint Committee, decision-makers, the community as a whole, and the consultant team are all components of a successful planning process.

The public outreach program includes a multi-faceted approach. The goal is to engage a broad constituency of the City's population and interests. To maximize inclusion within the practical limits of time, budget, and population size, the program proposes a mix of techniques that offer opportunities for the entire City to provide input during the process. This program will communicate using imagery and graphic tools to facilitate understanding of planning concepts and policies. It will employ techniques that effectively foster input to assure participants that their voices have been heard and a consensus is reflected in the proposed regulations. Following are some of the basic principles that we use to manage community processes:

- **Education.** We find that many disagreements about zoning are based on a lack of clear information regarding factual conditions and General Plan direction.
- **Balanced Interests.** Every segment of the community must feel heard, even if their specific ideas are not included in the final outcome.
- **Structured Meetings.** Our experience in both facilitation and preparation of agendas and structured presentations ensures that each session achieves its intended results.
- **Open Outcomes.** While meetings must be structured, it is equally important that meeting materials and facilitation do not lead toward any pre-ordained outcome.

PROGRAM PURPOSE

The public outreach program will allow residents and decision-makers to identify zoning and built form issues that may not yet have been resolved by General Plan policies and to review and comment on zoning as it is being formulated. Our focus will be on ensuring that specific technical concerns are heard and that there is a forum for review of zoning approaches and regulations. Our experience leading consensus-building planning processes provides a basis for a program that meets Santa Barbara's needs.

The Santa Barbara New Zoning Ordinance public outreach program should fulfill five broad purposes:

1. Define the purpose of zoning, including its physical, economic, and social implications, as well as its process.
2. Describe the current state of the regulations and the type of development that results.
3. Identify effective strategies used in other cities to address zoning issues similar to those of Santa Barbara, including issues related to nonconforming development and parking.
4. Provide opportunities for input on draft regulations as they are being formulated and keep the public informed about proposed changes.
5. Achieve public ownership of the recommended regulations.

While much of the outreach will occur through scheduled community meetings, the public outreach process will offer a variety of means for residents, businesses, and other stakeholders to express their views. The program will reach out to all community members through the media and press releases, Land Development Team Bulletin, and other City information tools. It will also serve as an educational forum, providing an understanding of the inter-relationship between regulations and their implications for development in the City and examples of how peer communities have resolved zoning issues similar those faced by the City.

PROGRAM COMPONENTS

NZO Joint Committee Meetings

Throughout the New Zoning Ordinance effort, the NZO Joint Committee, which consists of three Planning Commissioners and two City Council members, will provide a sounding board for draft regulations. Following the initial kick-off meeting, a total of four NZO Joint Committee meetings will be held, one to discuss the Issues and Options paper and three to review interim products (“modules”) prepared by Dyett & Bhatia (Consultant Team):

- Review and obtain feedback on the Issues and Options paper
- Module #1: Use Regulations
- Module #2: Development Standards
- Module #3: Administrative Procedures

NZO Joint Committee Meeting Responsibilities

- Meeting Organization: City
- Meeting Materials: Dyett & Bhatia to prepare, City to provide copies
- Presentation: Dyett & Bhatia
- Meeting Notes: City

Community Workshops

A total of five community workshops will be held at key stages during the planning process to provide opportunities for public education and informal comment on choices being considered. Each workshop will be conducted in combination with the Planning Commission as study sessions. Prior to each workshop, an informal “open house” forum will be held where community members can view materials and interact with planners and consultants. The public workshops will be utilized to present community members with the issues and options identified by the Consultant Team and to gather the community’s comments and feedback on the preliminary draft recommendations prepared for the three sets of modules. More specifically, the workshop topics include:

- **Workshop #1:** Issues and Options
 - Present the project goals, major issues, General Plan direction for new zoning, and “big ideas” for consideration.
 - Use photos and graphics of specific zoning issues in Santa Barbara and provide examples of how peer communities have resolved similar issues.
- **Workshop #2:** Use Regulations
 - Present and review Module #1: Use Regulations with community members.
 - Gather comments and obtain feedback from community members regarding the preliminary draft recommendations prepared for Module #1: Use Regulations.
- **Workshops #3 and #4:** Development Standards
 - Present and review Module #2: Development Standards with community members.
 - Gather comments and obtain feedback from community members regarding the preliminary draft recommendations prepared for Module #2: Development Standards.
- **Workshop #5:** Administrative Procedures
 - Present and review Module #3: Administrative Procedures with community members.
 - Gather comments and obtain feedback from community members regarding the preliminary draft recommendations prepared for Module #3: Administrative Procedures.

Public Workshop/Open House Responsibilities

- Workshop organization: City
- Announcements: City
- Workshop Materials: Dyett & Bhatia to prepare, City to provide copies
- Presentation: Dyett & Bhatia

- Meeting Notes/Summary of Comments: City

Stakeholder Outreach Review

Dyett & Bhatia will review the notes from the outreach to stakeholder groups that was conducted by City staff during May and June of 2014. Common themes and shared concerns of the stakeholders will be classified, sorted, and included as a final “punch list” within the Issues and Options paper.

Stakeholder Outreach Review Responsibilities

- Stakeholder interview notes: City
- Punch list of stakeholder issues and options: Dyett & Bhatia

Media and Press Releases

Press and media releases will be drafted for the City to distribute to local media at key benchmarks in the process and in advance of workshops and other public forums. City staff will also pursue outreach through the Land Development Team Bulletin, and other City information tools.

Media and Press Release Responsibilities

- Draft releases: Dyett & Bhatia
- Distribution: City
- Land Development Team Bulletin and other City information tools: City

Website Materials

Dyett & Bhatia will provide information for the City’s website, including text, photographs, maps, renderings, other images, and information to describe the Consultant Team’s credentials and explain the project’s process. Additional materials, such as project memoranda and milestone documents, may be uploaded to the website for access by interested community members.

Website Materials Responsibilities

- City website: City
- Web-compatible materials: Dyett & Bhatia
- Comment collection and distribution: City